



SAUL BASS

Designer's full name: Saul Bass

Designer's pseudonym/nickname: None

Gender: Male

Year Born: 1926

Country Born: United States

Year Died: 1996

Country Died: United States

Religion | Political Alignment: Bass was Jewish, born to Eastern European Jewish parents. He aligned himself with leftist views, then later liberal views.

How did any of the above affect either his/her life experience or work because it/they provided a challenge at the time?

None of the above qualities of the designer provided a challenge for the time.

Did this designer do notable work in fields other than what would TODAY be considered graphic design?

Bass was the director of several films, the production in which he used experimental techniques not used in film yet; namely his kaleidoscope effect.

For what is this designer most noted in relation to design? EXPLAIN.

Bass used bold text and blocks of solid color to create an almost iconographic representation of what film he was designing for - his designs became not just advertisements, but statements. His style was a further movement towards the simplified, direct aspects of graphic design that intend to immediately deliver the viewer with information.

Is there anything controversial about this designer? Explain.

There is nothing notably controversial about this designer.

Explain this designer's education/training, including academic, apprenticeships, and /or mentorships.

Saul Bass studied in New York and moved to Los Angeles, where he started his own studio. He was then hired by director and producer Otto Preminger, who Bass designed a multitude of logos, posters, advertisements, films and animated films for.

Did this designer promote a specific ideology in his/her work? Explain.

Bass strongly believed in the personal connection between the audience and design that goes beyond its basic commercial function. He has said, "The challenge in design is always to establish communication with human warmth—to create an emotional identification between the subject and the audience."

Why is this designer viewed as iconic in the history of graphic design?

Organic qualities of the cut paper and paints, combined with his bold precision resulted in a striking, energetic yet concise style of design. It does not overwhelm the viewer, however; Bass' attention to visual balance allowed the design to be visually active while easily leading the eye.

Is there any other important information to know about this designer?

Saul Bass designed for massive corporate identities as well, notable examples including but not limited to the logos of AT&T, Girl Scouts of America, Warner Brothers, and Quaker Oats.

Student: Brittany Smith

Bibliography

B, Betty. "A SELECTION OF BASS TITLE SEQUENCES." CFI. <https://www.cafilm.org/the-art-of-saul-bass/>.

Brown, David R. "1981 AIGA Medalist: Saul Bass." AIGA. <https://www.aiga.org/medalist-saulbass>.

Haig, Bill. "The Saul Bass-Approved Method of Credibility-Based Logo Design." AIGA. <https://www.aiga.org/the-saul-bass-approved-method-of-credibility-based-logo-design>.

Meggs, Phillip B. and Alston W. Purvis. *Meggs' History of Graphic Design*, 5th Edition. Hoboken, NJ: John Wiley & Sons, 2012.

"Legendary Logo Designer Saul Bass - The Logo Creative: International Logo Design & Branding Studio." *The Logo Creative | International Logo Design & Branding Studio*, January 16, 2020. <https://www.thelogocreative.co.uk/legendary-logo-designer-saul-bass/>

"Saul Bass." Rochester Institute of Technology. <https://www.rit.edu/carycollection/saul-bass>.

